

A HOTELWORLD NETWORK PUBLICATION

Hotel Design

FEBRUARY 2009

TRENDS, FASHION & INSPIRATION | www.HotelWorldNetwork.com

Retreat and revive

In-room sound systems

Flooring focus

HotelWorld show preview

HOTEL EUROPE, KILLARNEY, IRELAND



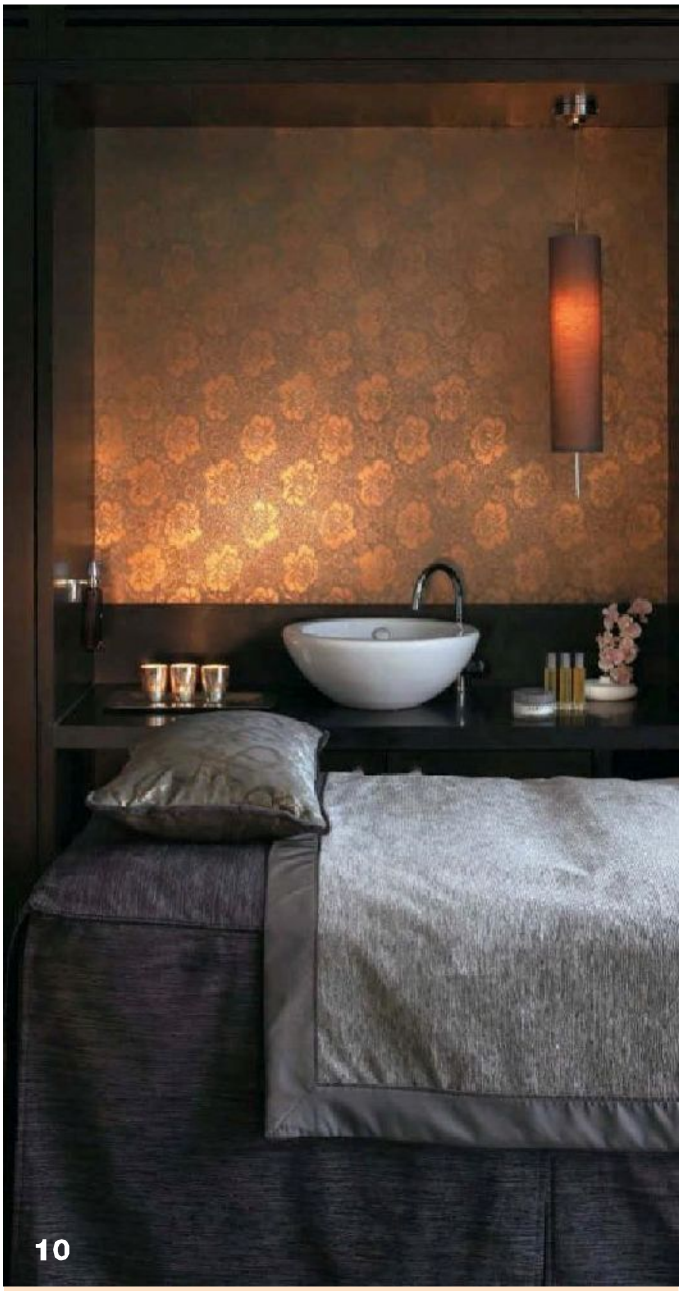
CIRCLE NO. 111

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Hotel Design

TRENDS, FASHION & INSPIRATION







THE BASICS

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FEATURES

on the cover:

Hotel Europe, Killarney, Ireland

PHOTOGRAPHY: CHRISTOPH KOESTER/OLAF LUMMER

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Get smart

When times are tough, many of us turn to soothing rituals, comfort foods, cocooning, the familiar. After the events of Sept. 11, media sources reported myriad examples of a shocked nation embracing these coping mechanisms.

The brutal beating our economy is taking once again is driving people and businesses to retrench and hunker down.

What does this have to do with hospitality design? Plenty. At a birds-eye view, hotel owners and developers are putting the brakes on new construction and development. Closer to ground, they are taking second, third and fourth looks at design plans and budgets. "Value engineering" has never been more urgently mandated.

Focus even closer and it will be interesting to see if and how design trends in general will reflect these chaotic times. I already see it reflected in the planned project concepts that cross my desk weekly: less of the outré and avant garde and more classic, timeless looks. I'm not advocating a safe and dull approach to concept development … but a smart one sure makes sense now, don't you think?



Patricia Sheehan
Editor in Chief
psheehan@questex.com

Take note of some observations industry trend-watching firm Andrew Freeman & Co. is tracking:

"Casualization is a recurrent theme throughout hotels and restaurants this year. Restaurants will feature shorter menus, counter seating, the revival of classic home cooking favorites and an overall neighborhood feeling. Hotels mirror the trend with flexible lobby spaces that lend themselves to business and pleasure.

"From a marketing standpoint, the biggest trend will be new partnerships to expand outreach and cut costs"—a plan that might make sense for design firms, too, as you search for new ways to source clients and projects.

Speaking of partnerships and community, the group of publications that comprise the HotelWorld Network (HOTEL DESIGN, HOTEL & MOTEL MANAGEMENT, THE HOTEL TIMES and LUXURY HOTELIER) are now all represented on one new website *www.hotelworldnetwork.com*. Here you'll find the latest news and information on the hotel industry, including design. An exciting feature is our community forum, which allows readers to participate in dialogue with other industry professionals. I urge you to check it out to share ideas, offer advice or simply vent.

A final note: Our publisher, Mary Malloy, is playing a little hooky from her column this month as she travels the country to attend industry happenings, including a media event for the new Wynn Encore hotel in Las Vegas and The Americas Lodging Investment Summit in San Diego. She'll be back next issue with her insider view and networking report.

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Hotel Design mission statement

Hotel Design celebrates the design excellence of hotels, resorts, lodges and destination spas. Vivid photography, creative layouts and descriptive writing help present to the reader a broad focus on the new styles and fashion trends emerging in furniture, fixtures and the lodging spaces that provide a foundation for creativity. Hotel Design aims to be the source of inspiration for the individuals who make it happen.



Design industry takes stage at HotelWorld

The second HotelWorld Expo & Conference will be one of the first events of the year that brings together key members of the hospitality industry for four days of networking and recognition. But the event, taking place at the Las Vegas Convention Center March 1-4, will be marked by its abundance of educational sessions with industry experts and its recognition of the leaders in the design community.

On March 3, the 2nd Global Hospitality & Design Awards will be handed out. Design awards include: best spa design; sustainable design award; best overall design; best guestroom design in luxury, full-service and limited-service segments; best restaurant/lounge design in luxury and full-service segments. Hospitality awards include: sustainable hotel of the year; corporate citizen of the year; 10 to watch; hotelier of the year; owner of the year; and opening of the year.

Finalists for the design awards include: WATG, ABA Design Studio, Wilson & Associates, Hager & Associates, MGM Mirage Design Group, Indidesign, CMMI, VOA Associates, Corso Staicoff, KLT Services Corp., Cambria Suites Interior Design, AES Interiors, Gensler, Hirsch/Bedner Associates, BBG-BBGM, Nick Troubetzkoy & Associates and BraytonHughes Design Studios.

But the show offers more than awards: Van Heffner, president of HotelWorld's industry partner, the Nevada Hotel & Lodging Assn., said the educational conferences are the standout feature of this year's show.

"HotelWorld will share ideas in hospitality, operations, design and services that many people will take home to add to their property," Heffner said.

Of particular interest to designers are sessions on topics including: "Green building in hospitality;" "Spa design trends and industry metrics;" "Designing beyond borders;" "CapEx 2009: Maximizing capital expenditures on a tight budget" and more.

On March 2, Howard Feiertag, faculty member at the Virginia Polytechnic Institute and State University, will lead an educational workshop on sales strategies. Other workshops that day include "Team coaching: Tools to maximize your team's effectiveness" and "Luxury hotels: Past, present and future."

According to Heffner, March 3 brings the most educational day, with eight sessions, including the keynote address from Paul Berry, VP of hotel operations for CityCenter. The presentation will be an overview of CityCenter, Las Vegas' most ambitious current project, and will include highlights of the CityCenter campus and its offerings, a video about the construction process, employees and vision behind CityCenter and a breakdown of the project's attractions.

The day's opening general session, "Executive summit: A view from the top," will be a panel discussion about what these hospitality leaders are thinking about the industry at the moment and what their plans are for the future. Panelists include: John Unwin, GM, Caesars Palace and chairman of the NH&LA; Roger Bloss, president and CEO, Vantage Hospitality Group; Howard Karawan, COO, Fontainebleau Resorts; and Gamal Aziz, president and CEO, MGM Mirage Hospitality.

"CEOs tell their stories about what makes a difference in their concepts in hospitality and operations," Heffner said.

March 4, the final day of the show features eight more sessions, including the opening session titled, "General session—What's in the numbers?" This will be an overview of the industry's fundamentals now, a forecast for 2009 and a recommendation to make these numbers work for you. The panelists for this session include: Chris Davidson, EVP & chief client officer, YPartnership; Mark Lomanno, president, Smith Travel Research; and Mark Woodworth, president of PKF Hospitality.

The HotelWorld show floor will feature exhibitors from all sectors of hospitality, from amenities to electronics. A highlight will be the International Hospitality Design Center, offering products for all sectors of hospitality—lodging, restaurants and nightclubs/bars. Design products available may include artwork, bedding, seating, window treatments, fabrics, lighting, casegoods and more. The floor also will feature GreenWorld, a special section showcasing environmentally friendly products, including wallcoverings, flooring and building materials.

Tickets for HotelWorld give you access to the three shows that comprise International Hospitality Week: HotelWorld, Nightclub & Bar Show and International Restaurant Show. For more information, visit *www.hotelworldexpo.com*.

—Chris Crowell

Calendar of industry events

SPATEC SPRING NORTH AMERICA CONFERENCE
February 18-21
Orlando
www.spatecna.com

HOTELWORLD EXPO & CONFERENCE
March 1-4
Las Vegas
www.hotelworldexpo.com

INTERNATIONAL HOTEL INVESTMENT FORUM
March 9-11
Berlin
www.berlinconference.com

HOTEC OPERATIONS NORTH AMERICA
April 1-4
Braselton, Ga.
www.hotecna.com

HD EXPO & CONFERENCE
May 13-16
Las Vegas
www.hdexpo.com

INTERNATIONAL HOTEL INVESTMENT FORUM ASIA PACIFIC
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Celtic TRANQUILITY

Hotel Europe melds old Irish culture with modern relaxation

PHOTOGRAPHY/**CHRISTOPH KOESTER; OLAF LUMMER**



CALMING MYSTIQUE The hardness of the black stone walls in Hotel Europe's signature spa and pool area is contrasted by the soft glow of candlelit niches.


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NATURAL ELEGANCE The colors in nature are used as accents in each guestroom of Hotel Europe.

Near the shore of the largest lake in Killarney, Ireland, sits the recently redesigned public spaces of the Hotel Europe. Designed by Hirsch Bedner Associates, the inspiration behind the renovation of this late-1960s property came from the surrounding landscape and local culture.

"The ancient Irish Celtic past and the most recent crystal-making tradition provided us with a rich palette from which to source ideas and inspiration," designer Inge Moore says. These themes are most evident in the form of a nature-inspired rug pattern, Celtic-carved medallions in the spa, a vibrant green scheme in the Loch Lounge and glass and crystal design elements in the bar.

Moore feels the "jewel" of the design is the Crystal Bar, which incorporates white onyx, a palette of grays and a vivid orange to liven the space. A key feature is the engraved mirror tiles on the walls, columns and bar that reflect lights from chandeliers.

The hotel's spa is large and divided into two separate floors. The first floor has opalescent silk wallcoverings and creamy gray accents to contrast with the dark relaxation areas. The poolside columns are clad with hand-finished glass rods.



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The second floor has a more tranquil vibe, with spa treatment rooms arranged around an internal courtyard that serves as a "contemporary topiary garden" of silver ash timber flooring, warm gray tones and lacquered surfaces.

Another calming room is the library, which features a double-sided fireplace and bookcases with a burned-oak finish and black and nickel accents.

—*Chris Crowell*

PLUSH PAMPERING The renovation of the Hotel Europe is highlighted by the two-level ESPA. The lower level (top) is complete with a plunge pool and an indoor/outdoor vitality pool. Its dark relaxation areas incorporate black stone walls with candlelit niches while slatted, sail-like screens offer privacy to the beds. The second level (right) has more individualized, private rooms that continue the palette of grays used throughout the hotel. This level also features a private suite with a wenge wood sauna that overlooks the lake.

PROJECT SPECS
Project: The Hotel Europe
Timeline: November 2006 - July 2008
Design firm:
Hirsch Bedner Associates
The Gallery
26 Westbourne Grove
London, W2 5RH
+44 207 313 3200
hbadesign.com
Owner: Killarney Hotels Ltd.
Design Team:
Inge Moore, associate designer
Shoko Nishimura, associate designer
Constantina Tsoutsikou, senior designer
Stuart Payne, senior designer
Architect of Record:
Gottstein Architects
SOURCE LIST BEGINS ON PAGE 38





IRISH INTERIORS The Hotel Europe's lobby (above), spa dining room (below) and guestrooms (left) all were inspired by the Killarney landscape and aspects of the rich Irish culture.




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Glass tile and panels illuminate hotel bathrooms

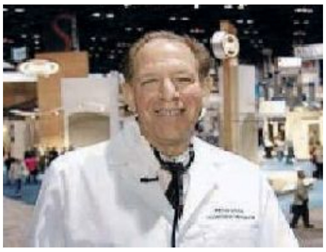
Luxury in glass tiles, mosaics and architectural art panels has become a must-have in the luxury hotel market. Art glass is a popular choice for wall and floor coverings as well as space decoration in commercial, hospitality and residential applications.

With seemingly endless combinations of standard colors and patterns and an ability to customize projects, results created by today's hotel designer are infinite. The transparency of glass tile and the ability to add direct lighting has become an explosion for the visual senses in all areas of today's hotels.

Architectural mosaic and flat patterned glass panels offer myriad choices to space partition design. The dramatic veining pattern of transparency contrasts with clear tempered glass.

Combined with style, performance and functionality, art glass panels work well as sliding doors, show doors, partitions, railings, glass walls, glass ceilings, countertops and much more. The great advantage for hotel projects is that many manufacturers will customize colors and design to fit any décor.

There are many manufacturers that specialize in glass mosaics and glass art and panels. Some that stand out include: Hirsch Glass, Oceanside Glass, Bisazza and Waterworks. Hirsch Glass manufactures a comprehensive line of



Peter Schor
Dynamic Results
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tempered glass panel sizes from 48 inches by 144 inches or any custom size, with thickness from 3/8 inch to 7/8 inch. The glass art panel collection called "Liuli" is made in panel sizes from 28-inches wide and 96-inches long and laminated with a clear tempered glass in a thickness of 3/8 inch to 1 inch or more.

I have seen the Liuli glass panel collection customized in color palettes for some five-star, well-known hotels in the U.S. and Dubai, and it is mesmerizing. Besides the Liuli series, Hirsch Glass produces Dazzling Green Glass Mosaic, Earth & Art Collection and Braided JewelStone.

Another example is The Regent Bal Harbour (Fla.) which was designed by CMMI, an architecture-design firm with more than 400 projects since its inception in 1987. Note the exciting use of glass tile and lighting in the shower. The back-lit mirror technology and LCD mirrored TV is a spectacular bathroom invention by Electric Mirror.

These back-lit mirrors are exceptional for make-up and grooming tasks, as they do not leave dark spots. Watch for back-lit technology in future bath trends columns.

Peter Schor is a writer, lecturer, trainer and consultant. He can be reached at pschor@dynamicresults.com



CLEAN AND CLEAR The bathrooms at The Regent Bal Harbour (Fla.) show how glass tile and lighting combine to create a relaxing, inviting space.

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Playful patterns

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COUNTER CLOCKWISE FROM TOP

CREATIVE SHAPES

The Creative Collection from Mannington Commercial are mosaic tiles meant to be expressive and fun. There are 12 fashion-oriented hues and several different sizes and shapes that make combinations near limitless.
manningtoncommercial.com
CIRCLE 200

STONE PATTERNS

StoneImpressions adds a striking new look to the concept of ancient stone floors in royal palaces. It comes in several patterns and is available in travertine, noce, durango, botticino and limestone.
stoneimpressions.com
CIRCLE 202

LIVELY ACCENTS

Milliken's Del Lago carpet is a collection of contemporary patterns and motifs with an artful scattering of accents that encompass the feeling of sound waves, starbursts, subtle gradients and embroidery.
millikencarpet.com
CIRCLE 201

CLOCKWISE FROM TOP

RETRO VIBE

Bring a 50s or 60s feel to the lobby or guestroom with the animated patterns and linear motifs of Shaw Hospitality Group's REmix collection. The carpet is also made of 25-percent recycled content.

shawhospitalitygroup.com

CIRCLE 203

NEUTRAL COLORS

Signature Hospitality Carpets was inspired by early 20th Century tailored suit patterns for its Suite Hospitality collection. It is available in seven neutral color combinations.

signaturecarpets.com

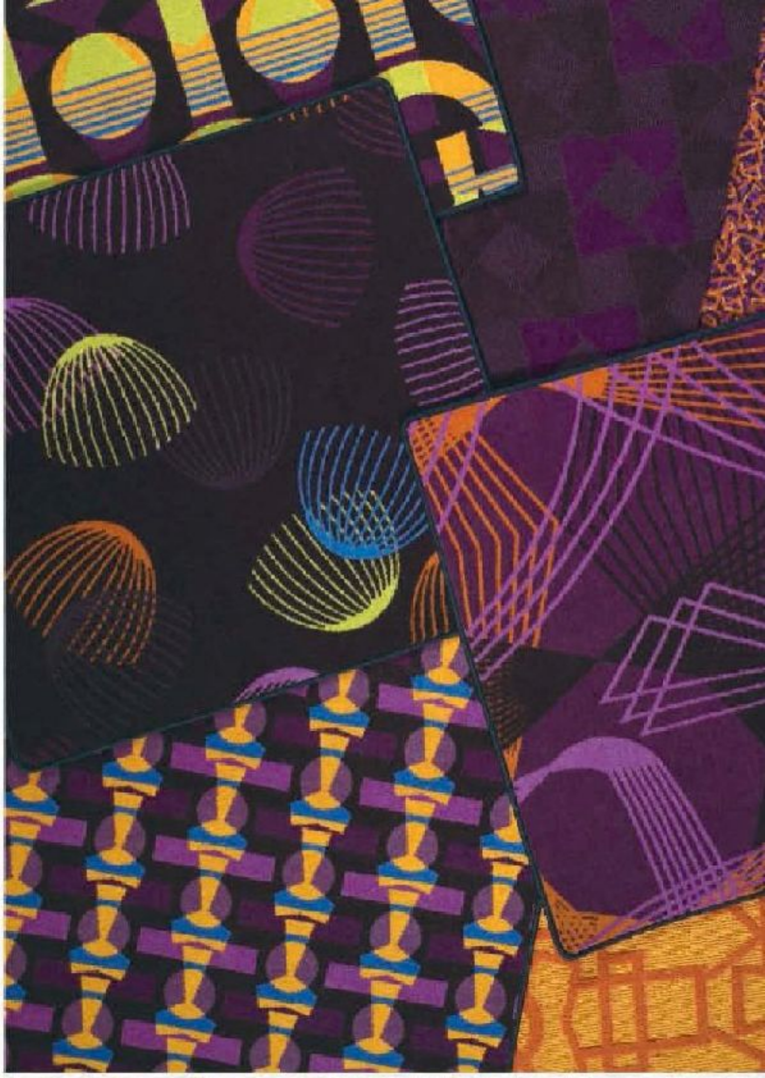
CIRCLE 204

CONTEMPORARY DESIGN

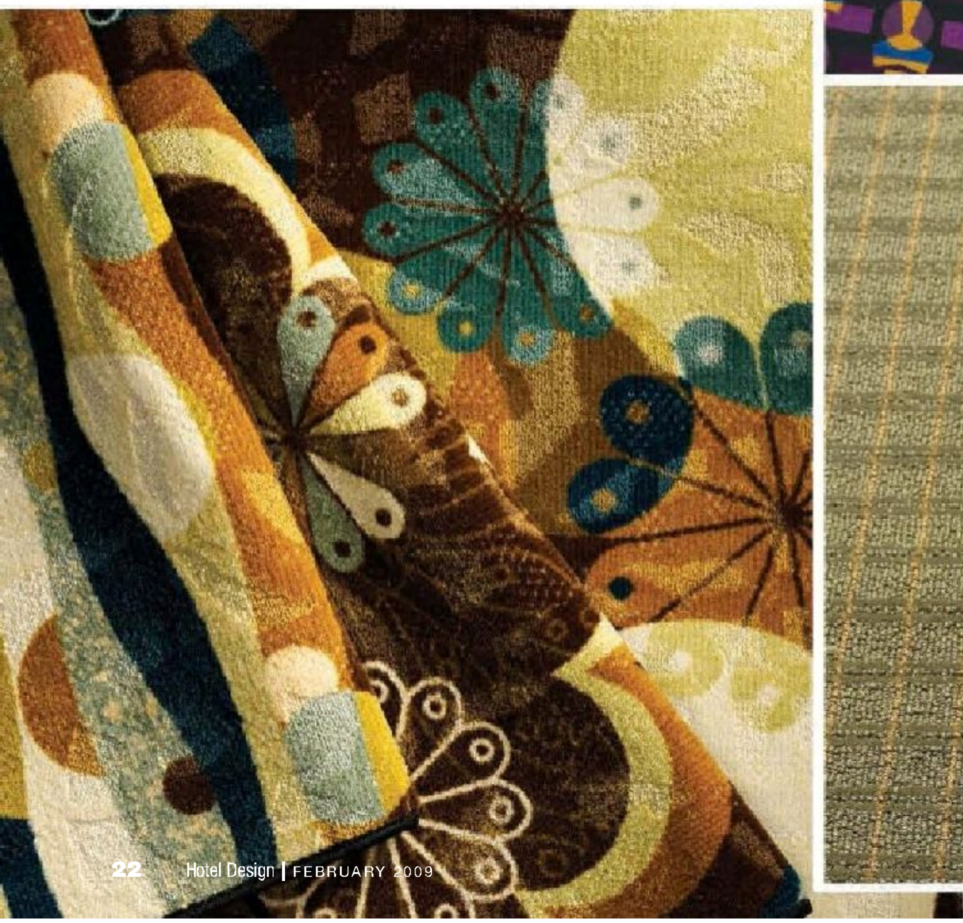
Durkan's Mandalas Collection of carpeting brings together contemporary design, cultures and colors that are unexpectedly complementary and offer a fresh personality to interiors.

durkan.com

CIRCLE 205







Tutorial: audio in the guestroom

According to the Consumer Electronics Assn., when asked what they noticed most about high-definition television, 60 percent of consumers mentioned surround sound. And recent CEA surveys showed that almost 40 percent of consumers who own an HDTV also own a surround-sound system.

So for hoteliers striving to deliver the "as-good-as- or better-than-home" entertainment experience, surround sound must be considered. Here are some options for surround sound in guestrooms and some practical advice to designers regarding implementation:

Option 1: Full surround-sound systems

The ultimate audio experience is delivered by a full surround-sound system, encompassing Dolby Digital 5.1 (the HDTV broadcast standard) or 7.1 (capable from some Blu-Ray high-def discs).

Mitch Nollman, director of the professional systems division at Bose, says, "Guests often listen to their personal audio collection or watch their favorite movies while staying at hotels. By having premium sound installed in hotel rooms, guests now have the ability to enjoy their personal audio and movies in the same way they would at home."

Some brands—such as W Hotels, Peninsula and Mandarin Oriental—have successfully integrated full surround-sound systems. However, the cost of these systems—often $1,000 or more for professional grade—as well as construction and design, is inhibiting.



Jacob Buckstead
Principal consultant and managing partner
Hospitality Technology Solutions

Option 2: Virtual surround-sound systems with three or fewer components

A superb audio experience can be achieved at a lower price by using a virtual surround-sound system that mimics a full surround-sound experience through three or fewer speakers (often referred to as 2.1 systems). Hilton Grand Vacations Club, Hyatt Hotels and Starwood Vacation Ownership have deployed these systems.

"Virtual surround sound is a great option for hoteliers to provide a premium audio experience for guests without the additional cost or wiring requirements of a full 5.1 surround-sound system," says Dan Sawyers, president of The Sawyers Cos. and the North American distributor for Denon, Marantz and Boston Acoustics in hotels.

These virtual surround-sound systems often can be easily placed in or on furniture. However, designers need to carefully plan wiring placement, either through raceways in the furniture or physical location of the components. Commercial 2.1 systems can range in price from $500 to $1,000, and many include an integrated DVD/CD player as well as AM/FM radio and options for iPod and other portable media device connectivity.

Option 3: Virtual surround-sound systems with a single component

Advances in digital audio processing have made single-component virtual surround-sound units competitive with larger systems.

"Speaker bars or sound projectors not only cost less than full surround-sound systems but also reduce wiring and installation costs as well as simplify the room design and installation process," says Christopher Holman of ZVOX Audio.

These units often include multiple speakers and a subwoofer in a single chassis so they can be installed with one mount or simply placed on a piece of furniture. The Fairmont Hotels and Resorts and Shangri-La Hotels and Resorts properties have implemented single-component virtual surround-sound systems. Commercial grade units can range in price from $250 to $800. Some units include options for portable media device connectivity.

Regardless of which system option a designer chooses, there are key considerations to make.

"Don't forget about industrial design, guest usability and hotel-specific features for volume limiting and setup menu lockouts in your guestroom audio solution," says Tyler Fairchild of Bowers & Wilkins Group USA.

Jacob M. Buckstead is principal consultant and managing partner with Hospitality Technology Solutions. Jacob can be reached at jake@hospitalitytechsol.com.



SOUND MACHINE
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• Prerecorded soothing nature sounds and music
• Security Lanyard to prevent theft
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For more information, please contact Ely Ashkenazi
eashkenazi@hoteltech.com · 888-74HOTEL, ext. 3-228
www.hoteltechnologies.com
Made for iPod
*Based on 12 month unit sales ending September 2008: NPD.
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CIRCLE NO. 107

Clever shapes

INNOVATIVE GEOMETRY FOR THE HOTEL GUESTROOM



ANCIENT DIVIDE
Baker's Paris Snowflake Screen from the selected works of Tony Duquette is inspired by 18th Century Chinese snowflake patterns. The panels are individually hinged and composed of aluminum.
bakerfurniture.com
CIRCLE 207



SUSTAINABLE COLLECTION
In an effort to give a luxurious feel to the green movement, EF+LM introduced the PURE collection. It includes 37 pieces of upholstery and casegoods handcrafted with sustainable materials.
ef-lm.com
CIRCLE 206



COMBINATION
The unique structure of M2L's table bench provides a functional and modern sitting experience for private or public areas. It is available in both oak and aluminum.
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Everything old is new again

▲ **HUANGSHAN GOLF HOTEL**

Huangshan, China

DiLeonardo International completed the third phase of the Huangshan Golf Hotel. The design inspiration combines the imposing nature of the 71-kilometer Mount Huangshan with the lushness of the hotel's 18-hole championship golf course.

The design "DNA" of the hotel consists of stone, water, fire and wood. In the lobby, there are wooden platforms for intimate seating groups, textured walls, trimmed foliage, polished stone floors and tailored furnishings. The organic backdrop of a wood-grained leather and exotic modern styled furnishings give the hotel a luxurious air.

The hotel's restaurant features stone columns, wood flooring, hand-tufted carpets and modern chandeliers and pavilions.

The guestrooms and suites offer clear glass sliding doors with overscaled handles, vast showers, platform-raised bathtubs, plush beds, wood and stone floors and leather furnishings.



▲ **INTERCONTINENTAL THE CLEMENT MONTEREY**

Monterey, Calif.

The 208-room InterContinental The Clement Monterey opened in the historic Cannery Row district as the first new hotel to be built in Monterey since the late 1980s.

HKS Hill Glazier Studio designed the property, which wove traditional industrial design characteristics and building materials reminiscent of old canneries into the new project. The project's three structures are designed to appear as nine separate buildings, tied together visually by divided windows with white trim. Natural wood, marble and glass finishes are featured in guestrooms and suites.

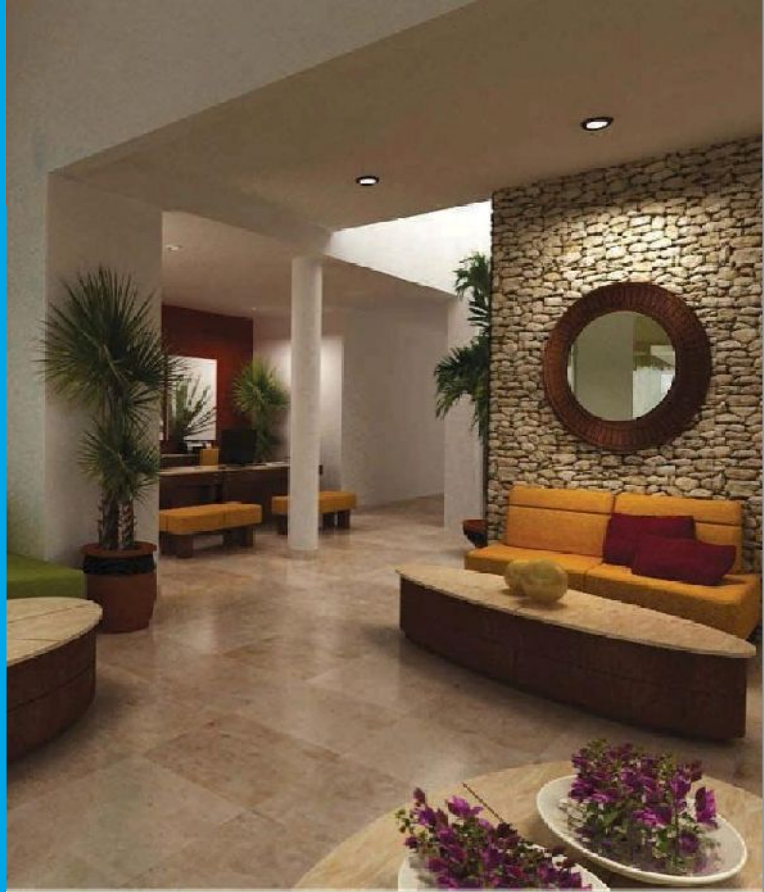
▶ **TINTSWALO ATLANTIC**

Cape Town, South Africa

Nestled at the base of Chapman's Peak in Hout Bay, Cape Town, is Tintswalo Atlantic. The property offers 10 suites and one presidential suite, each themed to reflect a significant South African island. Spacious, well-appointed bathrooms face views of the Atlantic, while chandeliers hang above oversized beds. The presidential suite offers two separate full suites and a central lounge. All suites are linked to the main lodge by a communal boardwalk and are built from wood and glass to ensure harmony with the natural shrubland.







▲ **RIVIERA RESORT & SPA**

Palm Springs, Calif.

After a $70-million renovation, Riviera Resort & Spa reopened in October. Noble House Hotels & Resorts, Rossi Architecture and Delarosa studio revived the property with a Hollywood glam feel that includes sleek lines, abstract accents and deep colors.

With the goal to preserve the structure and remember its legendary history when it played host to Frank Sinatra, Dean Martin, Sammy Davis Jr. and Elvis Presley, the team kept the original façade and layout. It features a series of two-story buildings around a central hub consisting of a pool, bar, restaurant and outdoor lounge area.

Design accents include Andy Warhol-inspired portraits of the resort's celebrity clientele, oversized crystal chandeliers, light-infused pillars and mirror-clad walls.

▲ **EL DORADO CASITAS ROYALE**

Riviera Maya, Mexico

El Dorado Casitas Royale by Karisma, a hotel within the adults-only El Dorado Royale, A Spa Resort by Karisma, opened the Casitas Spa in November.

The 20,000-square-foot Mexican-themed spa includes a serenity pool, saunas, steam rooms, showers, spa treatment rooms, a fitness center, a boutique spa shop, bridal suites, event space and a full-service salon.

Each treatment room was designed specifically to inspire guests and provide a sense of the Mexican culture: Rooms blue with agave signify Mexico's healing and regenerating native plant; dark chocolate rooms are for the cocoa body mask and bath; and rooms green with forest herbs are for the detoxifying body wrap.



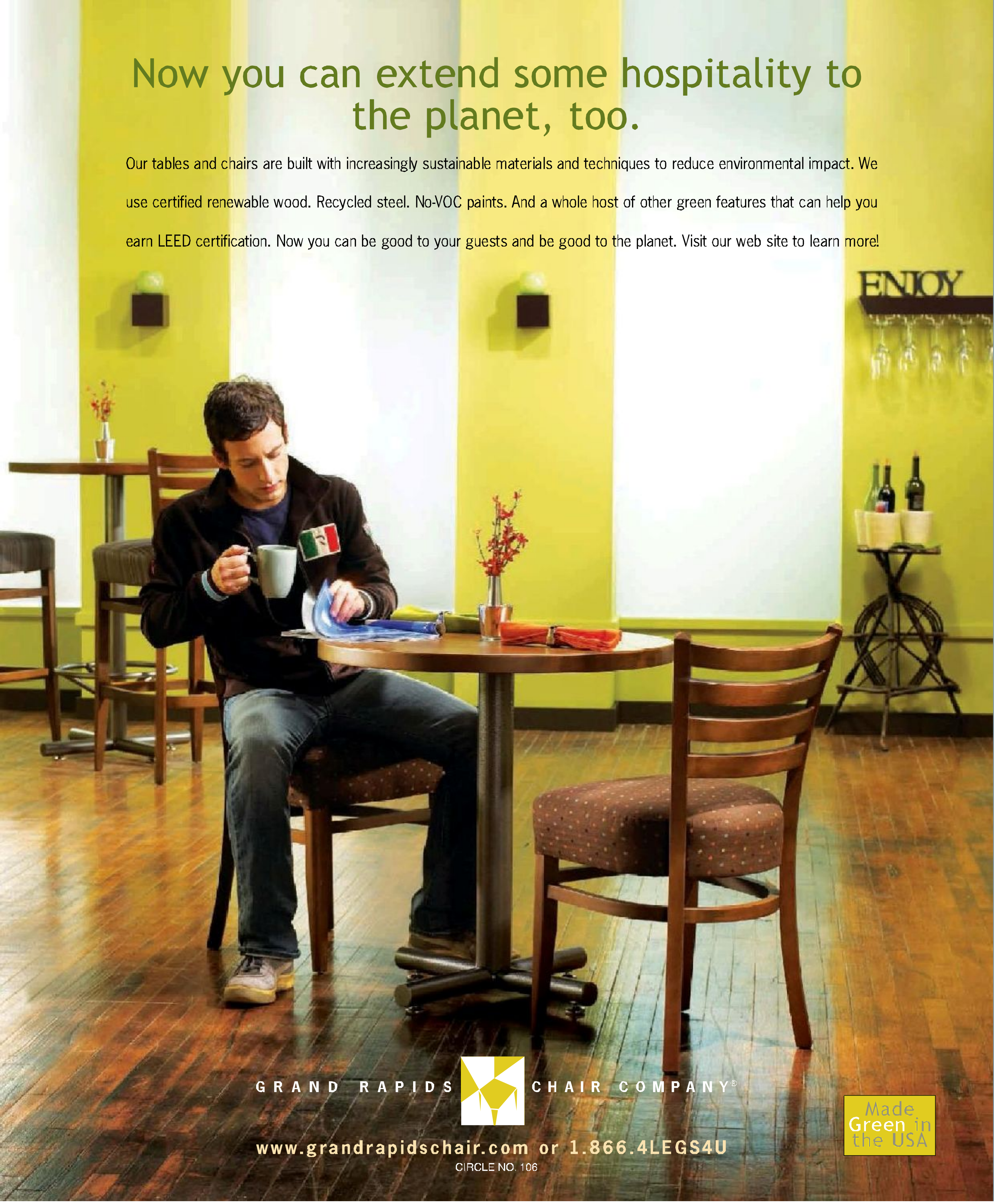
◀ **PAN DEI PALAIS**

Saint-Tropez, France

A historic mansion originally built in 1835 by French General Allard for his wife, Princess Pan Deï has been transformed into a 12-room boutique hotel, Pan Dei Palais. The property is located in the center of Saint-Tropez, France.

Architects Thomas Paturle and Michel Lefevbre and interior designer Françoise Piault kept with the style of the home while updating accommodations with modern amenities. Asian influences are subtle but present in the décor, including antiques from Asia.

The bedrooms and bathrooms offer Wi-Fi, LCD televisions, air conditioning and built-in safes and minibars. The 12 rooms also can be turned into suites or private apartments, or the house can be rented as a hotel to turn into a private villa experience.


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Loren Berger

Loren Berger has an eye for detail. It's an asset that propelled her toward careers as both a journalist and investigator and drew her to the emerging issues or scandals of the day. From homicides to gun trafficking to corporate fraud, she used her study of the small stuff to get to the bottom of the much larger topic at hand.

When she one day decided to buy a camera following a move in 2006 from Washington, D.C., to New York City, that same skill set came to her aid once again. With little concern for grandiose photography, Berger instead found herself, as always, focusing on those small details. Her camera lens captures the tiniest nuances in the asphalt on a city street or in the way the shadow of a tree branch is reflected on concrete. And in the stark, hard materials of her new city, she also captures its rich, intense color and contrast.

Having transitioned herself from one course in life to another, Berger is now bracing for yet another turn as she focuses her energies on breaking into the hospitality industry and having her work displayed in hotel guestrooms, lobbies and public spaces.



Loren Berger
Photographer
www.lorenberger.com

Q. What is your work process when you take to the streets of New York?

A. I usually pick a certain part of the city—or one of the boroughs, like Queens or Brooklyn—to check out. But arriving there doesn't matter. I'm not so interested in getting from A to B, as much as the infinite points in between. If something catches my eye on the way, then that exact spot is what the hour or afternoon is about. The scene itself may be an abandoned junkyard, a construction site, a gas station parking lot. If I "run into a brick wall," that could be a good thing.

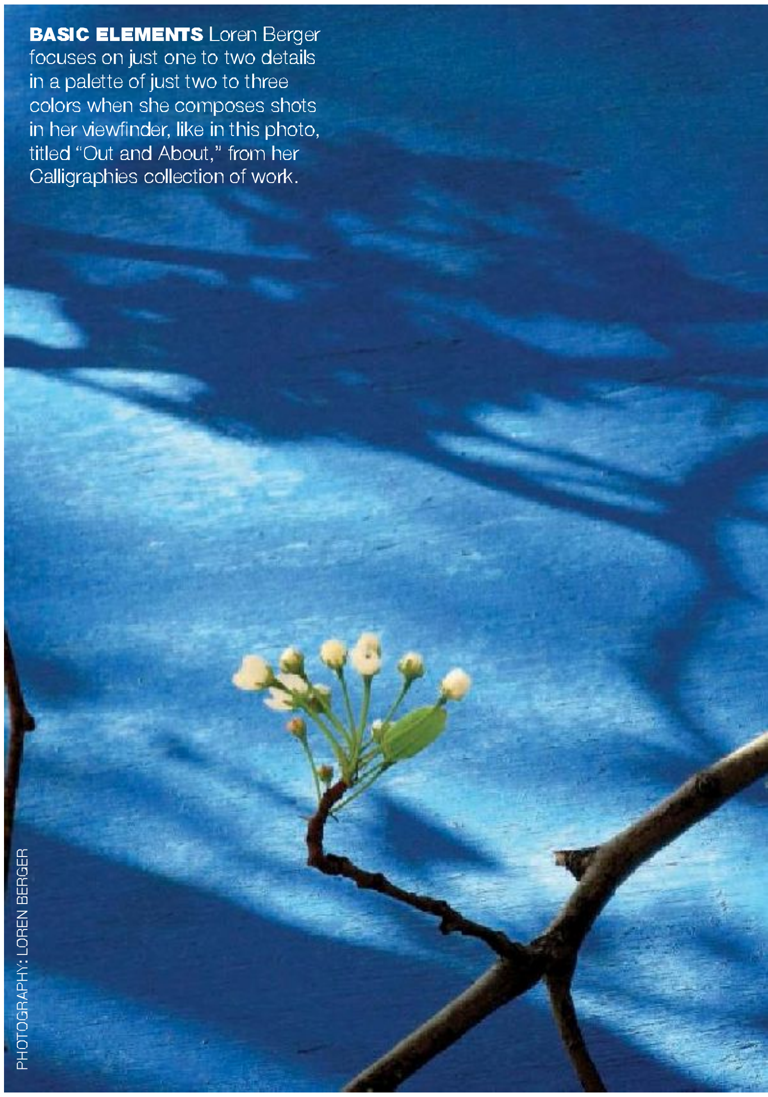
Q. What piqued your interest in the hotel market?

A. I've noticed that notions of design are exploding; the industry seems so emboldened and open to experimentation. It's very evident that there has been a move toward creating more personalized and dynamic living spaces in guestrooms and public areas.

Q. What is your opinion of hotel art and its progression over the years?

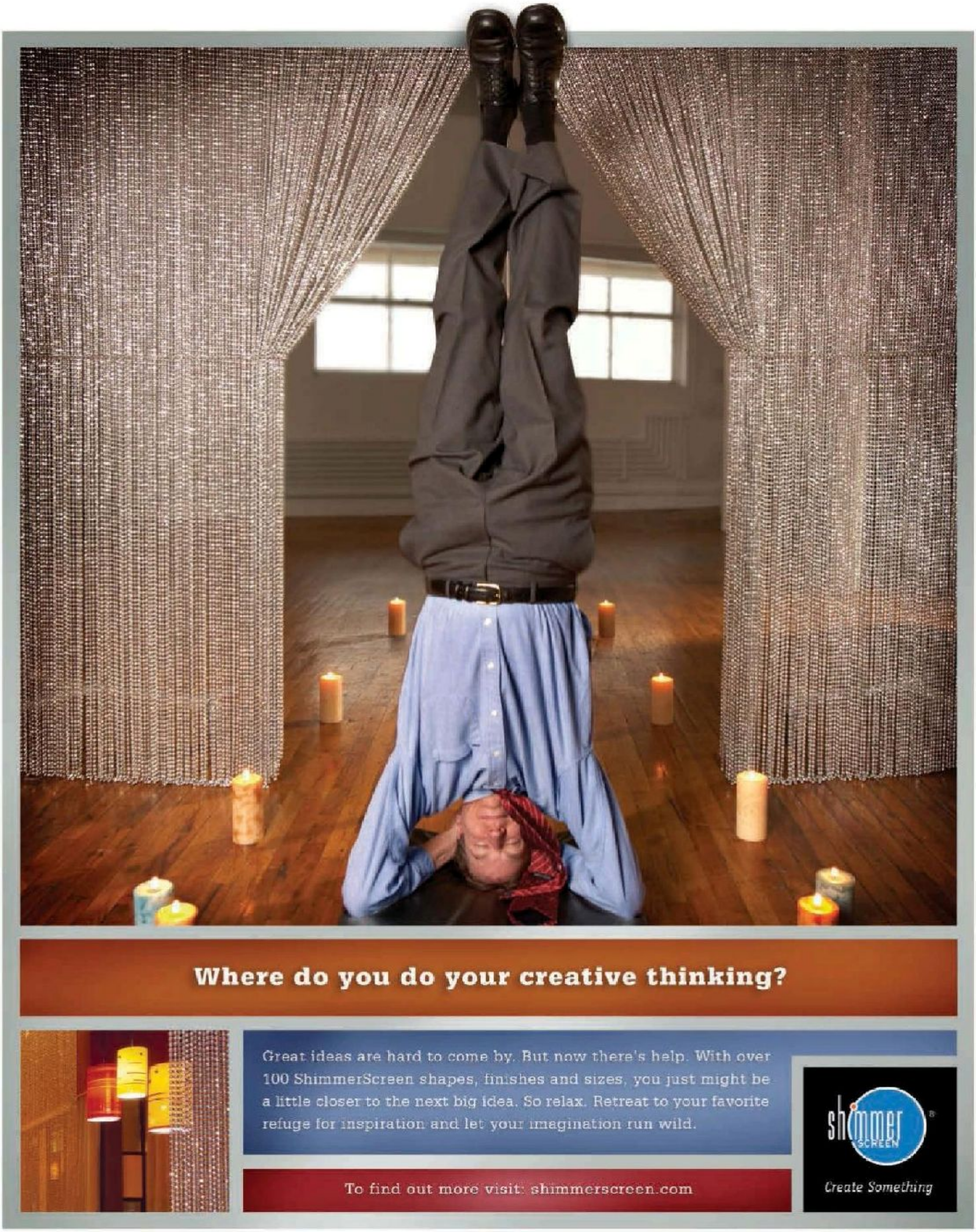
A. First off, the innocuous, watered-down prints of flowers or ships or seashells, which were never meant to be noticed, are out. I do see that hotel art is moving more into the modern day.

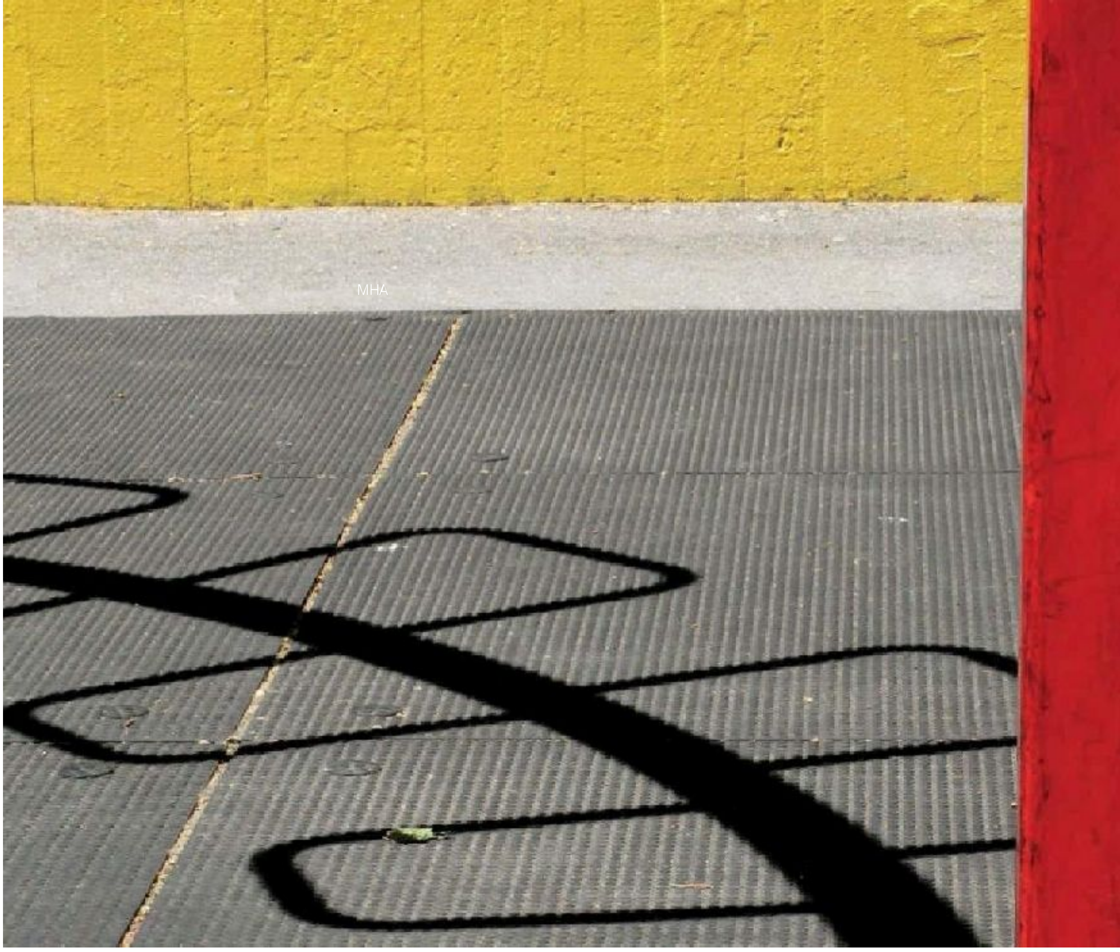
But to be honest, I think that, in some instances, the choice of wall art is not as clearly articulated—or does not pop—as much as other elements of design in the room. I do not know if this is a factor [or not] of art being purchased as the last item on the decorating agenda when the budget is close to being tapped out.



BASIC ELEMENTS Loren Berger focuses on just one to two details in a palette of just two to three colors when she composes shots in her viewfinder, like in this photo, titled "Out and About," from her Calligraphies collection of work.

PHOTOGRAPHY: LOREN BERGER


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In other instances, it is evident that a piece of art in a hotel lobby or guestroom has been chosen because it demands its own attention or stands as its own memorable element. And that is when the entire design of a space feels most complete and compelling to me.

Q. How difficult is it to have your work exhibited in a hotel?

A. I have been at this intently since September 2008, meeting in person with design firms or internal design teams at hotels to show my portfolio. I find most design principals to be welcoming and enthusiastic about my work.

My pieces have been chosen as guestroom and public-space art for a boutique hotel in Phoenix, and other images are currently in play for a large-scale hotel project in New York.

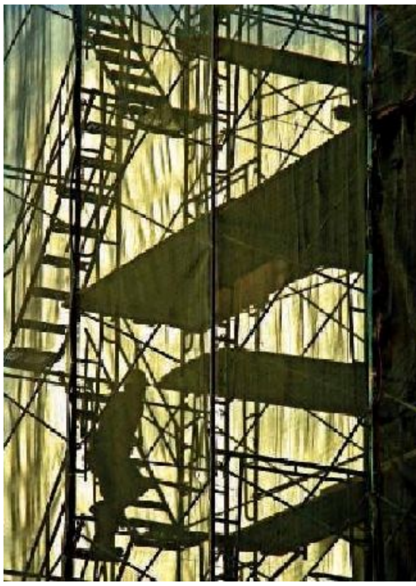
Q. What are hotel commissions like?

A. I've done research to see what the market will bear in terms of cost, and there still is leeway for a profitable margin for me. A single piece with an exclusive license can be lucrative, but it seems to me that it is equally advantageous to have an order for a large production run.

Q. Have you gained any insight you could share with someone considering the same path?

A. I would test the waters and lay out the expense to attend a HOTEC Design conference, where attendees get one-on-one time with both large and specialty-boutique design firms. It is a way to get an accurate gauge of your work before a very discerning audience.





I also never go into a meeting without closely studying the designers' projects and getting a sense of their new and ongoing work. I try to find information about the designers' educations or backgrounds to be more prepared when I'm talking to them.

Q. Do you have a favorite example of design/art/photography that is featured in hotels?

A. I've recently been studying the boutique group of Thompson Hotels. The art in their places is unconventional and sophisticated; for example, a series of deconstructed photographs of a commercial aircraft presented as a large triptych panel in one of their lobbies.

It may not be work that one would personally pick for their own living space, but it is work that will be noticed.

—Jennifer Kovacs



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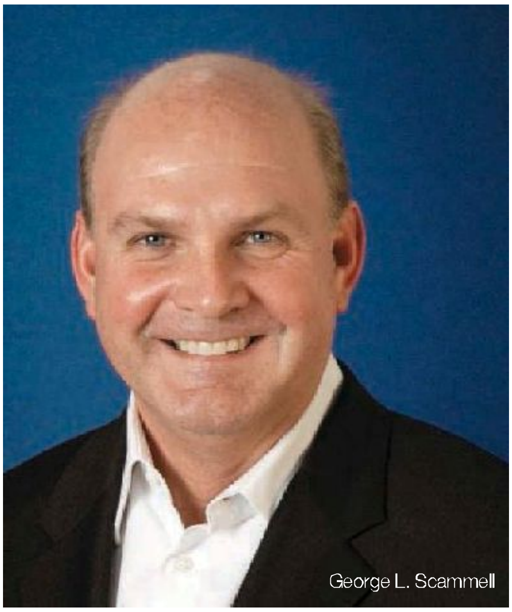
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George L. Scammell

New principal at CORE

Architectural and design firm CORE added George L. Scammell as its newest principal. Scammell has more than 25 years of experience in the hospitality industry, which includes experience as an interior designer, resort owner/operator/developer, manufacturer and general contractor. For 10 years, he was the resort design manager for the Walt Disney World Co., and the last three he worked in the luxury hospitality design market. He is a member of the American Society of Interior Designers and the International Interior Design Assn. and specializes in destination and themed resort design.

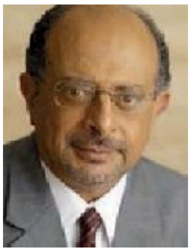
Promotion, hire add to BBG-BBGM stable



Louis R. Hedgecock

BBG-BBGM promoted senior partner Louis R. Hedgecock to managing partner and hired Nancy Johnson as director of business development for the firm's Scottsdale, Ariz., office. Hedgecock will oversee the direction of the New York office's architectural practice and direct all business and legal activities. He joined the firm in 1989 and has more than 28 years of design experience. Johnson has been a marketing and business development professional for more than 20 years in the Phoenix area. She's an active member of the Valley Partnership and Arizona Association for Economic Development.

Sfa design makes two new additions



Nabil Albert



Rick Erickson

Nabil Albert and Rick Erickson join sfa design as senior vice president and senior project manager respectively. Albert held senior management positions for Three Architecture and Intradesign during his three decades in the industry, working with projects such as The Peninsula Beverly Hills. Erickson has 28 years of experience in the commercial real estate industry, most recently working for Pyramid Advisors.

SUPPLIER NEWS

KIMBERLY ROESER was appointed vice president of Valley Forge Fabrics' worldwide sales force. Roeser, a graduate of West Virginia University, has been in the hospitality industry for 20 years and was a part of the opening of Valley Forge's Dubai office.

W.A.C. LIGHTING appointed Matthew Wakeham to marketing director. Wakeham's focus is with the firm's market research efforts to help launch products that fill market needs and build the customer base.

LG ELECTRONICS opened a training academy in Roswell, Ga. The LG Training Academy will support its growing commercial air conditioner business. The 16,000-square-foot facility is equipped to train hundreds of engineers, contractors and technicians each month.

Manufacturer and distributor of metal bed products, **WEHSCO**, reached its 100th birthday. Founded in 1908 by Louis Kessel, it originally was named the West End & Hub Spring Co.

CALIFORNIA FAUCETS promoted Frederick Desborough to vice president commercial business and Noah Taft to senior vice president of marketing and sales. Desborough is in charge of overseeing the growth of the commercial side of the business and Taft is commissioned with the overall marketing strategy, increasing sales and promoting the success of the brand.



Mincey's curved front, cast marble pans are designed for projects that would like to use showers, but do not want to use shower doors. These pans have 6" tall curved front curbs, allowing room to catch the weighted shower curtain inside the pan. Check out the series at www.minceymarble.com.
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Your guide to featured projects

Not all items are shown in photos

Flooring focus

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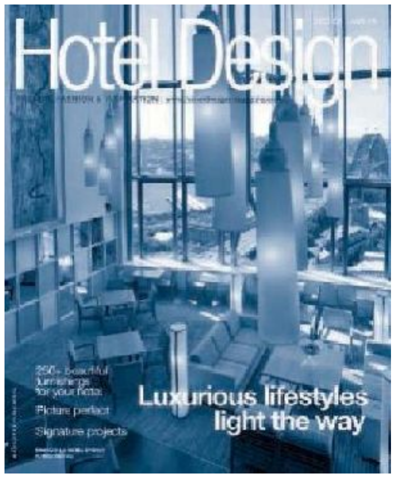


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1. Which of the following best describes your business relationship to the hotel, resort or spa industry?
(fill in ONE only)

Architects/Designers

01 ◯ Interior Design Firm designing hotel, resort and spa properties
02 ◯ Architectural Firm designing hotel, resort and spa properties
03 ◯ Contractor/Builder/Developer building hotel, resort and spa properties
04 ◯ Purchasing Firm buying FF&E for hotel, resort and spa properties
05 ◯ Other (please specify) ______________

Owner/Operators

06 ◯ Hotel
07 ◯ Resort
08 ◯ Lodge

If a hotel, resort or lodge, indicate the number of rooms:
1 ◯ 300 Rooms or More
2 ◯ 100-299 Rooms
3 ◯ Under 100 Rooms

09 ◯ Destination Spa
13 ◯ Headquarters or Regional Office: Franchises, Chains, Referral/Management Organizations
14 ◯ Hotel Property/Real Estate Developers/ Independent Developers
20 ◯ Other (please specify) ______________

30 ◯ **Trade, Supplier, Dealer, Distributor or Manufacturer's Rep**

50 ◯ **Other (please specify)** ______________

2. Which of the following best describes your title?
(fill in ONE only)

001 ◯ Owner/President/CEO
002 ◯ Partner
003 ◯ Project Director/Manager
004 ◯ Purchasing Director/Manager
005 ◯ Architectural Director
006 ◯ Sr. Design Director
007 ◯ Other VP/Director/Manager
008 ◯ Interior Designer/Architect/Engineer
009 ◯ Other Design Personnel (please specify) ______________
010 ◯ Other Management Personnel (please specify) ______________
020 ◯ Other (please specify) ______________

3. Owner/Operators (Lodges, hotels, resorts, spas)
A. If more than one, how many properties do you own or operate? (please specify) ______________

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?
1 ◯ 25 or more
2 ◯ 10–24
3 ◯ 5–9
4 ◯ 1–4

5. Please indicate the number of employees at your firm's address, including yourself:
1 ◯ 25 or more
2 ◯ 10–24
3 ◯ 5–9
4 ◯ 1–4

6. Which of the following functions do you perform in the design/décor process?
(fill in ALL that apply)
1 ◯ Program Planning and Concept
2 ◯ Schematic Designer
3 ◯ Design Development
4 ◯ Architecture/Design/Development
5 ◯ Installation
6 ◯ Other (please specify) ______________
89 ◯ None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):
1 ◯ More than $10 Million
2 ◯ $5M – $9.99 Million
3 ◯ $4M – $4.99 Million
4 ◯ $3M – $3.99 Million
5 ◯ $2M – $2.99 Million
6 ◯ $1M – $1.99 Million
7 ◯ Less than $1 Million

8. Type of ownership (for hotels and resorts only):
1 ◯ Chain
2 ◯ Franchise
3 ◯ Management Company
4 ◯ Independent
999 ◯ Other (please specify) ______________

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of?
(fill in ALL that apply)
21 ◯ Apparel
22 ◯ Architectural/Building Products (including electrical, plumbing and other products)
23 ◯ Art & Accessories (including flowers and plants)
24 ◯ Communication systems, services and equipment (including audio/visual)
25 ◯ Furniture, fixtures, equipment (FF&E)
26 ◯ Wall coverings
27 ◯ Fabrics
28 ◯ Lighting Products
29 ◯ Flooring (including stone, tile, carpeting)
30 ◯ Security Systems
31 ◯ Window Treatments
32 ◯ Other (please specify) ______________
99 ◯ None of the above

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▲ ATLANTIS, THE PALM

■ As the first offshore development in Dubai, The Palm has doubled the length of the city's coastline, encompasssing more than 112 acres with an expansive waterpark.

■ Taking inspiration from local topography and indigenous design, the rooms and suites reflect an oceanic theme fused with elements of Arabia.

■ The Lost Chambers suites are underwater rooms where guests can experience the magic of the water from below.

■ The resort's restaurants include Plato's, a traditional Arabian coffee house, and Barazura, an oceanic-cool blue bar, located at either side of the grand lobby.

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